



Henna Shampoo
Our Price: \$12.00

Enter Quantity: 1





Klorane Dry Shampoo with Oat Milk
Our Price: \$19.25

Enter Quantity: 1

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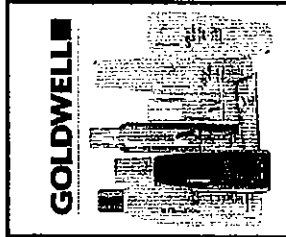
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GOLDWELL

Goldwell strives to set standards for professional hair care throughout the world. From the essential to the creative, Goldwell Hair Products has everything you need to create amazing, durable styles. Goldwell Trendline includes 5 different styling segments for each hair type and 5 levels of hold to create the look you want. Within Goldwell Color Definition and Goldwell Color Glow, you can protect and amplify your color-treated hair. The luxurious Goldwell Inner Effect hair system will repower and resoft your hair to a lively, new look!



[View Goldwell Hair Products >>](#)

SPECIAL

**It's a 10 Ten -
Miracle Leave In
product**

Price:\$14.99



Buy Now

**Matrix Biolage
Conditioning Balm**

Price:\$8.49



Buy Now

**Silque Hair Shine -
alcohol free hair
shiner for all hair
types**

Price:\$13.29



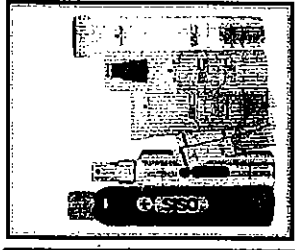
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**Schwarzkopf
PROFESSIONAL**

Schwarzkopf Professional represents the most exciting, hairdresser inspired, global company, with outstanding, innovative and personal services for salons. OSIS continues to drive the world of cutting edge styling.

Because style never stands still. BC Bonacure is the first hair care regime to provide a personalised hairtherapy from within, to give profound and enduring hair beauty.

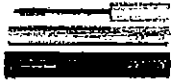
[View Schwarzkopf Hair Products >>](#)



Kiss Me Mascara

Price: \$19.99

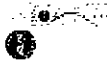
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Biosilk Silk Therapy

Price: \$8.99

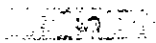
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Sebastian Shaper Hairspray - Brushable Styling

Price: \$4.99

[Buy Now](#)



Nexus VitaTress Biotin Scalp-Creme

Price: \$9.79

[Buy Now](#)



Joico K-Pak Deep Penetrating Reconstructor

Price: \$14.99

[Buy Now](#)



★ sexyhairconcepts

With product lines ranging from Big Sexy Hair, Straight Sexy Hair, Short Sexy Hair, Curly Sexy Hair, Healthy Sexy Hair, Wild Sexy Hair, Formulas by Ecoly, Fresh Concepts, and the new Pumpkin Healthy Sexy Hair collection, Sexy Hair Concepts has found a simple way to create products that actually do their job while at the same time unleash the user's true self.

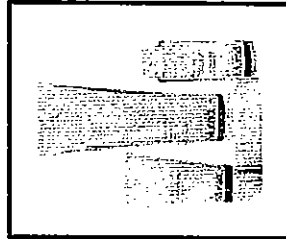
[View Sexy Hair Products >>](#)



murad acne complex kit

The Murad Acne Complex® fights not just acne but the symptoms of all 7 types of breakouts. Over 90% of participants in independent clinical studies showed a reduction in blemishes. For the discounted price of \$47.95, this 2 month supply will heal blemishes, prevent future breakouts, and achieve healthy skin with this complete regimen.

[View Murad Acne Complex Kit >>](#)



New Arrivals



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**MoroccanOil - moroccan oil
treatment for all hair types**

Price: \$37.79

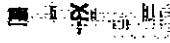
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**Yu Be Moisturizing Skin
Cream - Original Japanese
Formula**

Price: \$11.99

Buy Now



**Sudzz FX Cashmere
Cleansing Shampoo for dry,
damaged hair**

Price: \$17.99

Buy Now



**Schwarzkopf BC Bonacure
Color Save Shampoo**

Price: \$11.99

Buy Now



**TurboIon Croc Professional
Nano-Titanium Ionic Hair
Flat Iron**

Price: \$92.99

Buy Now



**Goldwell Inner Effect
Resoft & Color Live
Shampoo**

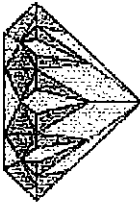
Price: \$20.99

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Diamond Beauty

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Healthy Sexy Hair Care Products

Click here for a [Healthy Sexy Hair Price List](#) or a [Alphabetical Order Price List](#) by Diamond Beauty



Nutrition for you hair. Healthy Sexy Hair, the first ever complete soy based line, conditions while it styles. Safe for color treated hair, products work all day on all hair types.

Healthy Sexy Hair has the following types of products: Conditioner, Hair Spray, Leave-in Conditioner, Shampoo, Styling Products, [Treatments](#),

Healthy Sexy Hair

Conditioner by Healthy-Sexy-Hair

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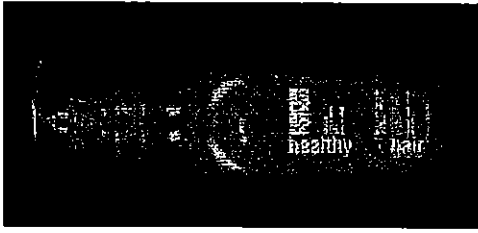
Pumpkin Potion Leave In Conditioner with

Ginger Root

Concentrated Leave In Conditioner with a combination of Pumpkin Enzymes and Ginger Root plus, Safflower Oil and Jojoba Seed Oil

Revitalizes dry, brittle damaged and over processed hair

Helps mend split ends, minimize frizz and impart -



10 oz \$18.00  WishList  Add To Cart



Soy Milk Conditioner

Detangles hair and helps reduce frizz.

Adds weightless strength and moisture

Provides shine, softness, frizz control and color protection.

great for all hair types -

13.5 fl. oz. \$13.25  WishList  Add To Cart

34 fl. oz. \$27.00  WishList  Add To Cart

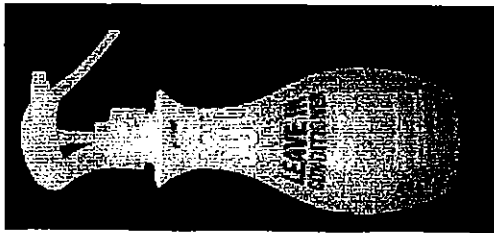
Soy Tri-Wheat Leave-in Conditioner

Detangles and softens hair.

Imparts light protein and moisture.

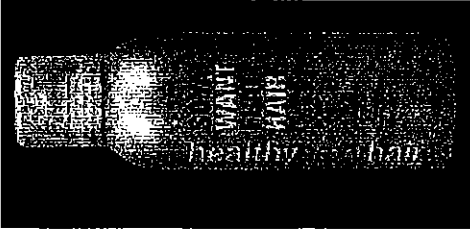
Helps prevent static electricity

use on damp hair before styling






8.5 fl. oz. \$16.50  WishList  Add To Cart

Hair Spray by Healthy-Sexy-Hair

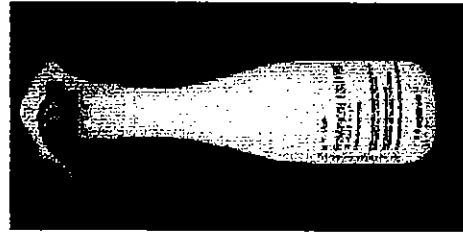


Soya Want Flat Hair-Hot Iron Spray

- Produces stick-straight looks.
- Protects hair from heat styling.
- Embeds protein while styling
- specifically designed to be used with a flat iron.
- spray on dry hair and flat iron -

4.5 oz \$13.00   WishList 

Leave-in Conditioner by Healthy-Sexy-Hair



Pumpkin Enzyme Therapy Mist

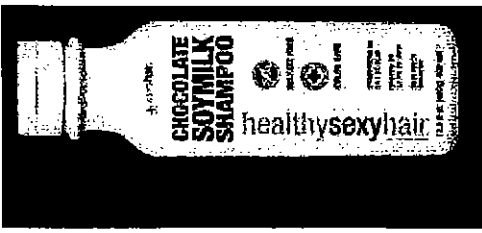
- Wearable Leave In Therapy Mist that also cross functions as a styling spray
- Helps give body and lift to fine hair
- Provides thermal protection
- Mouth-watering Pumpkin Spice fragrance! -

8 oz \$15.00   WishList 

Shampoo by Healthy-Sexy-Hair

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Chocolate SoyMilk Shampoo





Chocolate SoyMilk Shampoo, a gentle, sulfate-free formulation that prolongs the life of hair color. A guilt-free chocolate that offers all the deliciousness of the scrumptious treat without the calories.

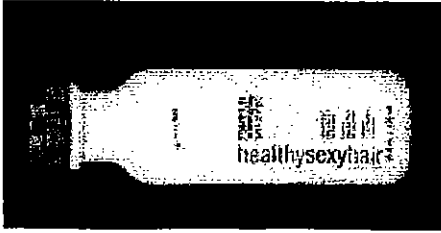
Packaged in a milk/vitamin style bottle, Chocolate SoyMilk Shampoo contains chamomile, nettle and horsetail extract to add shine and smoothness, and sunscreens to help prevent color fading.

Topped off with a lip-smacking chocolate milk fragrance, this shampoo is ideal for all hair types -

fine to thick. -

13.5 fl oz \$16.00  WishList  Add To Cart

Pumpkin Rehydrating Shampoo



Moisturizing Pumpkin Fatty Acids increase the moisture content in hair and improves it's condition

Increased Panthenol (Pro-Vitamin B) penetrates hair to prevent damage and adds shine

Protects natural and chemically treated hair color -

10 oz \$16.00  WishList  Add To Cart

Pumpkin Dextoxifying Shampoo



Provides the highest source of Antioxidants

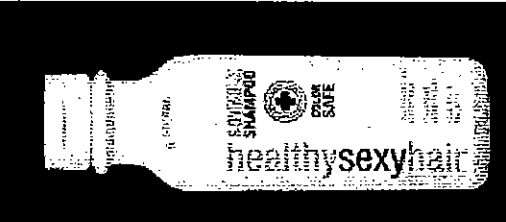
Gently cleanses and detoxifies the hair

Protects natural and chemically treated hair color

Delectable Pumpkin fragrance! -

10 oz \$15.00  WishList  Add To Cart

Soy Milk Shampoo




Nourishes and strengthens hair.

Promotes shine.

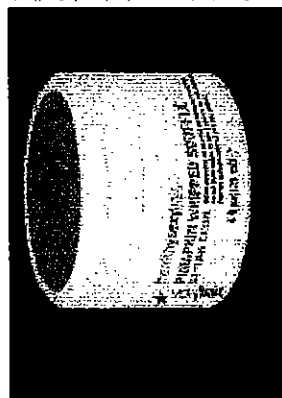
Helps protect color.

great for all hair types -

13.5 fl. oz. \$12.00  WishList  Add To Cart

33.8 fl. oz. \$20.00  WishList  Add To Cart

Styling Products by Healthy-Sexy-Hair





Pumpkin Whipped Soufflé Styling Crème



Acts as a light holding styling creme when used in damp hair

Perfect as a finishing coat to any hair style when used in dry hair

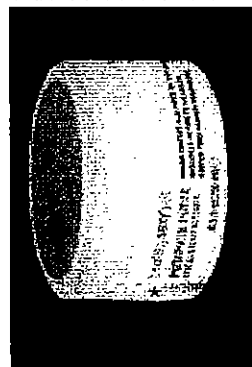
Provides shine and helps reduce frizz

Yummy Pumpkin Soufflé fragrance! -

1.5 fl. oz. \$9.50  [WishList](#)  [Add To Cart](#)

4 oz \$18.00  [WishList](#)  [Add To Cart](#)

Treatments by Healthy-Sexy-Hair



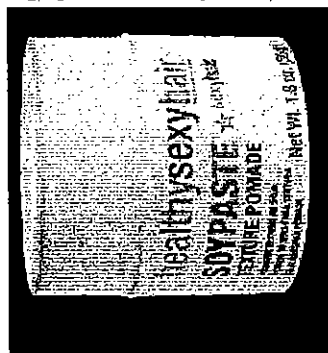
Pumpkin Puree Treatment Masque

Highly concentrated moisturizing Pumpkin Fatty Acids, Wheat and Soy Proteins, Panthenol and Aloe increase the moisture content and condition of hair

Increased Panthenol (Pro-Vitamin B)

penetrates hair to prevent damage and adds shine

8.5 oz \$27.50  [WishList](#)  [Add To Cart](#)




Soy Paste Texture Pomade

Gives intense texture.

Separates, defines and details.

Conditions while it styles

use on dry hair -

1.8 oz. \$15.30  [WishList](#)  [Add To Cart](#)





Soy Smoothie Bodifying Lotion

Temporarily straightens hair.

Smooths frizz.

Strengthens & protects hair while styling.

use on damp hair and blow dry -

6.8 fl. oz. \$14.50  [WishList](#)  [Add To Cart](#)

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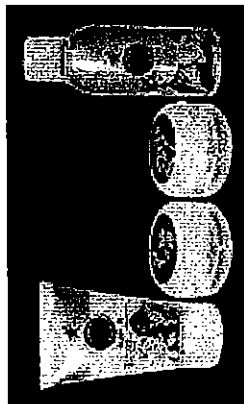
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Short Sexy Hair Care Products



Short Sexy Hair is a sign of the times. It says "I'm confident. I'm assured. Passion is my main stay. It's starting to rule the boardroom as well as the bedroom."

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Short Sexy Hair Products

Gel



Hold Out - Medium Holding Gel

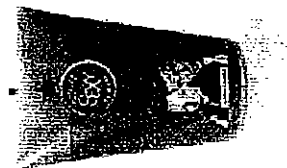
Provides medium hold, alcohol free and will not flake, contains moisturizers and conditioners. To be used on damp or dry hair.

4.4 oz **\$15.50**

Place in cart now

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Short & Sexy Gel Hard Up

Short Sexy Hair Short & Sexy Gel Hard Up Extra strong holding gel.

5.1 oz **\$16.50**

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Short & Sexy Gel Hard Up

Short Sexy Hair Short & Sexy Gel Hard Up Extra strong holding gel.

What A Body Blow Dry Gel

What A Body Blow Dry Gel - Ultra bodifying blow dry gel.

16.9 oz, pump
\$33.00

Place in cart now
1 [Buy Now](#)

6.8 oz
\$16.50

Place in cart now
1 [Buy Now](#)

Gel Foam



Blow It Up Gel Foam

Short Sexy Hair Blow It Up Gel Foam has your volume. Apply at the roots and the Blow It Up gel turns into a foam giving support and movement of all stylls. Use on damp hair.

5.3 oz \$16.50

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1 [Buy Now](#)

Hair Spray

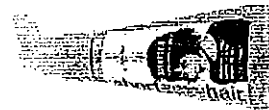


Double Header - Volume and Texturizing Spray

Creates volume when applied at damp roots, then blow dry. Adds texture when applied throughout dry hair. Extremely light-weight. Clean-feeling with no sticky product feel. Use on damp hair or dry hair.

6.8 oz **RETAIL:**
\$19.75
Our price:
\$16.50

Place in cart now
1 [Buy Now](#)



Shatter Separate and Hold

Shatter - Separate and Hold is a firm holding texture spray specifically designed to enhance shattered, jagged and textured hair styles. Unique new spray delivers a very controlled fine mist that goes only where you want it to go. Gives hair extra ho....[more](#)

4.2 oz \$16.50

Place in cart now
1 [Buy Now](#)

Shaping Balm

Quick Change Shaping Balm

Short Sexy Hair Quick Change Shaping Balm, will quick change your hair as often as you can change your mond. During the day, create and maintain your shape for work; and without

washing your hair, you can quick change it for the evening, Use on dampmore



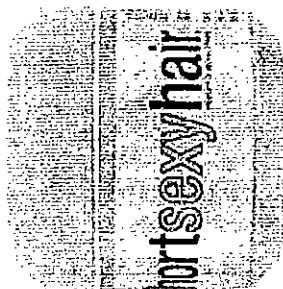
1.7 oz \$15.50

Place in cart now

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Styling



Control Maniac Wax

Short Sexy Hair Control Maniac Wax takes control of your hair. Control Maniac allows you to control any style that you can dream of. Slick back, spikes, conservative, alternative, you name it; this wax will do. Use on dry hair.

1.8 oz \$15.50

Place in cart now

1

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Play Dirty Dry Wax

Play Dirty Dry Wax - Spray lightly into dry hair for added texture. Medium hold.

4.4 oz \$19.75

Place in cart now

1

[Buy Now](#)



Slept In Texturing Creme

Short Sexy Hair Slept In Texturing Creme creates Ultimate texture. The trendy style of today is the textured, messy, slept in look; and for this, Slept In is the only product you need. Think of this product as giving you Slept In style. Use on damp o....more



Frenzy Bulk Up Texture

Frenzy - bonds to the hair to thicken the hair shaft -- creating fullness and separation at the same time. Frenzy delivers extra holding power to hold styles in place with a medium matte finish. Apply a small amount to dry hair and style. For more in....more

2.5 oz \$19.75

Place in cart now

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Rough & Ready Styling Gunk

Rough & Ready Styling Gunk - Mess into hair for extra dimension with medium hold.

4.4 oz \$17.50

Place in cart now

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5.1 oz \$17.50 Place in cart now
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Short Sexy Hair Care Products



Short Sexy Hair offers dual action products specifically made for short hair to achieve the ultimate stylish look. The products can be combined together to create a unique, individual style.

Short Sexy Hair - Styling products



Short Sexy Hair Blow It Up
Gel foam. Gives hair weightless volume. Supoor...
5.3oz **\$16.50Add to Cart**



Short Sexy Hair Control Maniac
This wax provides ultimate control and definiti...
1.8oz **\$15.50Add to Cart**



Short Sexy Hair Double Header
Volume & Texture Spray.
Light Bamboo Sunflower ...
6.8 oz **\$19.95Add to Cart**



Short Sexy Hair Frenzy
Gives dense texture and bulk. Bonds to hair...
2.5oz **\$19.95Add to Cart**



Short Sexy Hair Hard Up
Hard holding gel that gives extreme hold and co...
5.1oz **\$16.50Add to Cart**



Short Sexy Hair Hold Out
Green Tea scented gel is alcohol free and will ...
4.4oz **\$15.50Add to Cart**



Short Sexy Hair Play Dirty
Wax master dry wax. Easy
spray-on applicati...
4.4oz **\$19.95Add to Cart**



Short Sexy Hair Quick Change
Shaping balm. Defines and
separates the hai...
1.7oz **\$15.50Add to Cart**



Short Sexy Hair Rough & Ready
Styling gunk. Gives rough,
erratic texture....
4.4oz **\$17.50Add to Cart**



Short Sexy Hair Shatter
Separate & hold spray.
Creates intense sepa...
4.2oz **\$16.50Add to Cart**



Short Sexy Hair Slept In
Texture cream. Adds light-
weight texture. ...
4.2 oz **\$17.50Add to Cart**



Short Sexy Hair What a Body
Ultra bodifying blow dry gel.
Perfect for b...
6.8oz **\$16.50Add to Cart**

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Sexy Hair Concepts LLC - Discuss Sexy Hair Concepts LLC

Summary

Sexy Hair wants to take sexy from concept to reality. Named Sexy Hair Concepts, the company makes and distributes hair care products for sale in more than 60,000 US professional hair salons. Products include Fresh Concepts, its Sexy Hair line, Sex Symbol Aero Tan (self-tanning spray), and Formulas by Ecoly. The company in mid-2006 enlisted the help of American Idol finalist Katharine McPhee to serve as the face of the company in ads and promotional materials through 2007. Sexy Hair Concepts distributes its products in the US and internationally -- in more than 25 countries. Formerly named Formulas by Ecoly and founded by Michael O'Rourke, Sexy Hair Concepts hired Jim Morrison as its CEO in March 2006. [More from Hoovers »](#)

9232 Eton Ave.
Chatsworth, CA 91311
USA
+1-818-718-6982 (Phone)
818-718-9353 (Fax)
Company website:
<http://www.sexyhairconcepts.com>

Officers and directors

Michael O'Rourke Chairman and Founder
Eric McLemore National Director, Domestic Distributor Sales
Michael Coccaro National Sales Manager, Eastern US

Discussions

[Start a discussion about Sexy Hair Concepts LLC »](#)

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Conair Liquids Division					
Imperial Dax Company, Inc.					

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[C-Care LLC](#)

[Trans-India Products Inc.](#)

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The TTABlog®

Keeping Tabs on the TTAB®

by John L. Welch

THURSDAY, MAY 10, 2007

Finding Family of "SEXY" Marks, TTAB Sustains 2 (d) Opposition to "SO SEXY" for Hair Care Products

Opposer Sexy Hair Concepts convinced the Board that it (Opposer, not the Board) owns a family of "SEXY" marks for various hair care products, leading to victory in its opposition to registration of the mark SO SEXY for essentially identical hair care products. Crucial to the decision was the Board's conclusion that the word "sexy" is neither descriptive nor laudatory for these products. *Sexy Hair Concepts, LLC v. Victoria's Secret Stores Brand Management, Inc.*, Opposition No. 91125739 (April 20, 2007) [not precedential].

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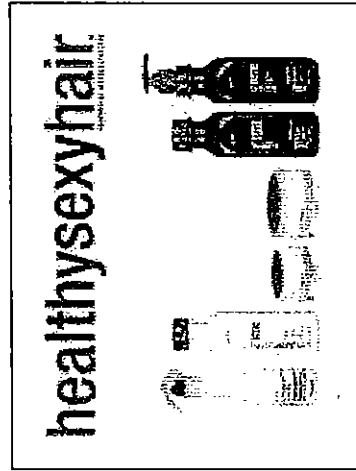


John L. Welch

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The Board took judicial notice of dictionary definitions of "sexy" as "sexually suggestive or stimulating: erotic" and as "generally attractive or interesting: appealing." However, the record did not establish "a direct connection between the term 'sexy' and any specific quality, characteristic, function, ingredient, attribute or feature of the identified hair care products or of hair after the use of the products." [TTABlog comment: I may not be able to describe "sexy" hair precisely, but I know it when I see it.]

The Board next looked at the family-of-marks issue, and found that the evidence "clearly established that opposer promotes a group of marks for which the common characteristic is the term 'sexy.'"

"Except for the mark SEXY HAIR, opposer's family of marks is characterized by the term SEXY preceded by a word that suggests an intended result of the product and followed by a generic noun in the hair care field (e.g., SEXY HAIR, BIG SEXY HAIR, STRAIGHT SEXY HAIR, HEALTHY SEXY HAIR, HOT SEXY HAIR, WILD SEXY HAIR, HOT SEXY HIGHLIGHTS)."

The marks are shown together on television, at trade shows, and in

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promotional brochures. The SEXY element is emphasized by the use of different fonts and colors for the SEXY or SEXY HAIR portion of the marks. Several periodicals referred to various brands as the SEXY HAIR or SEXY HAIR CONCEPTS "collection" or "line" of products.

The existence of a few third-party registrations for marks containing the term "sexy" for hair care products does not "defeat or limit" opposer's family of marks characterized by the term SEXY preceded by a word that suggest an intended result of the product and followed by a generic noun in the hair care field."

"Thus, opposer's family of marks is entitled to the scope of protection normally accorded a family of mark for whom the common element is a suggestive, rather than an arbitrary, term, i.e., a more limited scope of protection than for an arbitrary mark."

Turning to an assessment of Applicant's mark, the Board observed that SO SEXY may be "described as the term SEXY preceded by a word that suggests an intended result of the product, i.e., that the user's hair will be 'so,' or 'very' SEXY."

"This is the same pattern as used in opposer's family of marks. Although all but one of opposer's marks include the term HAIR following sexy, neither party disagrees that 'hair' is a generic term in connection with the identified hair care products. Thus even though applicant's mark does not include the term HAIR, it is the only possible object of the phrase SO SEXY."

The Board therefore concluded that confusion is likely, and it

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sustained the opposition.

TTABlog comment: I think the Board may have gone off the track in failing to recognize the laudatory nature of the word "sexy." Moreover, its comparison of the mark SO SEXY with Opposer's family of marks was a bit strained, don't you think? I just do not find SO SEXY to be similar enough to be likely to confuse.

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posted by John L. Welch @ 5/10/2007



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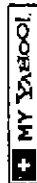
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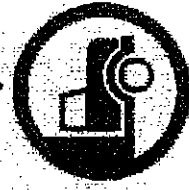


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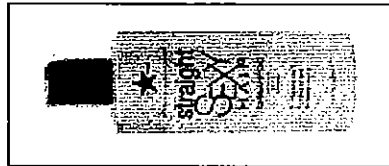
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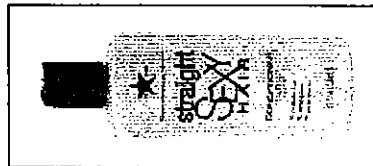
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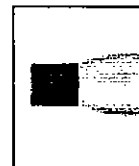
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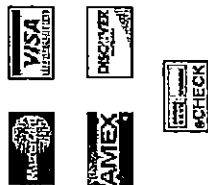
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SMOOTH & SEAL ANTI-FRIZZ SPRAY

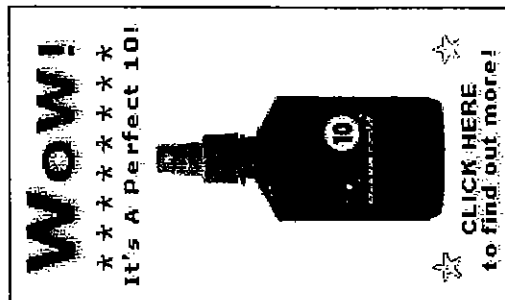
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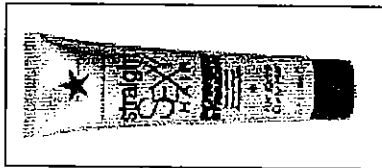
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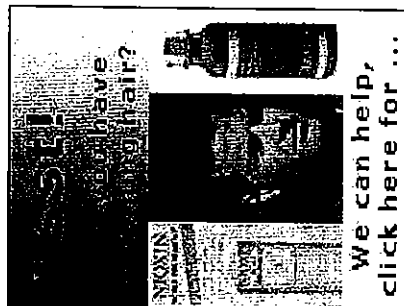
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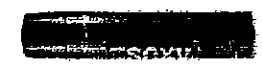
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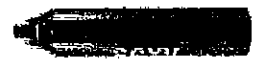
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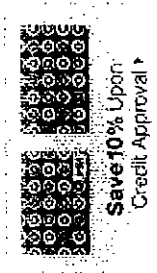
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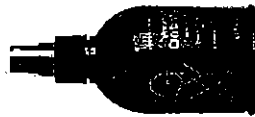
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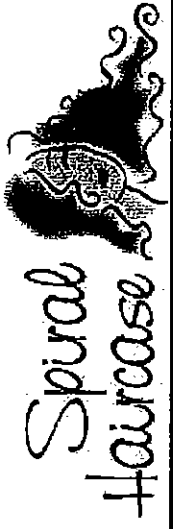
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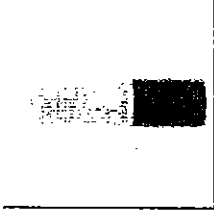

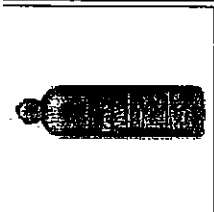

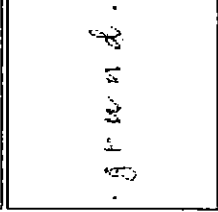


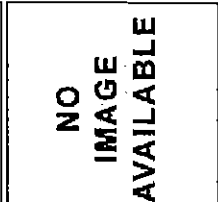
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